

City of Seattle/US Green Building Council King County/NEEA

Green Building Pre & Post Campaign Testing 2005



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Goal & Purpose

To measure changes in green building attitudes prior to and after a “Green Building” direct mail and advertising campaign targeted to commercial building tenants, owners, and developers, including:

- Familiarity with the term ‘green’ building
- Prior involvement with ‘green’ building
- Building benefits they seek most often such as environmental, health, etc.
- Perceived ‘Green Building’ benefits such as increased property value , increased productivity, reduced operational costs, positive community relations, and ‘green building’ as a sound business strategy.
- Recollection of ads or direct mail highlighting companies who adopted green building practices

Executive Summary of Findings

Prior to the campaign more than half the respondents (commercial building tenants, owners, and developers) were familiar with 'green' building, with developers having the most familiarity. Following the campaign, familiarity with green building increased by 9%.

In terms of involvement with green building there was an 11% overall increase reported by respondents after the campaign. Among the respondents, developers reported a significantly higher involvement with 'green' building, while building tenants were the least involved. Following the campaign, building owners had the largest increase (22%) in reported involvement with 'green' building.

Prior to the campaign more than two-thirds of respondents agreed that environmental and health issues were important attributes to consider in their next purchase, lease, or development. Tenants were more likely to agree than the two other groups. Following the campaign, all three groups were more likely to agree, with building owners the most likely to agree. Respondents were also asked about the importance of health issues in purchasing, leasing and development. Tenants were more likely to rate health issues as more important than are owners or developers. Overall there seems to be difference with what the tenants and owners want, and what the developers perceive as being important. Tenants and owners generally gave more importance to environment attributes and health attributes than did developers.

The survey also found that tenants and owners were significantly more likely to consider 'green' attributes in their next purchase or lease following the campaign.

Respondents were asked a series of questions to measure receptivity to green building practices. The most statistically significant change in receptivity was in respondents' perceptions concerning the ability to lease green building space. All three groups were more likely to disagree that green building space will lease slower after the campaign.

Overall 37% of all respondents recalled seeing ads or receiving mail about green building. More than half (57%) of developers recalled these ads and mailings.

Methodology

Prior to the development of the 'green building' campaign tenants, owners, and developers of commercial buildings were surveyed in regards to their overall awareness of, attitudes toward, willingness to use, and receptivity to green building. PRR was contracted by the US Green Building Council, the City of Seattle, NEEA and King County to develop a survey instrument to measure these variables. A list of tenants, owners, and developers was purchased for the Seattle area, and a sample of 123 respondents was surveyed via telephone. Survey respondents were comprised of 50 building owners, 50 tenants and 23 commercial developers. A copy of this survey is included in the Appendix A.

Following this initial survey, a 'green building' marketing campaign targeting commercial tenants, owners, and developers was developed and launched. Sample of the print ads and direct mail piece can be seen in the Appendix B.

After the marketing campaign was completed, a follow up telephone survey was conducted using the original list as in the first survey. However, even though the same list was utilized, the same respondents were not necessarily surveyed during this second survey. This is generally referred to as a successive independent sampling procedure. Another 127 respondents were surveyed including 52 tenants, 48 owners, and 27 developers. The second survey was identical to the pre-campaign survey except that three questions were added asking about recollection of the campaign. The purpose of this post-campaign survey was to test for differences in overall attitudes and receptivity to green building as well as to test recall of the marketing campaign.

Data analysis was conducted using SPSS (Statistical Package for the Social Sciences) and involved the calculation of descriptive statistics such as frequencies, percentages, means, and medians, as well as explanatory analysis using techniques such as Cramer's V and Kendall's tau-c. T-tests and ANOVA are also used to test for differences between the pre & post campaign survey results. Relationships between variables that are statistically significant at the .05 level or better are reported. However probability analyses (statistical significance) conducted on the commercial building developers as a single group is not reported due to the small sample size. Those who choose a response of "other" for any of the questions are reported separately in the appendix. Complete responses to the open-ended survey questions are provided in Appendix C. A list of companies interviewed for each industry sector is provided in Appendix E.

Findings

Familiarity & Involvement with 'Green Building'

Familiarity

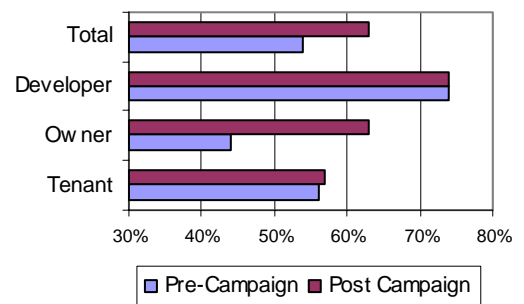
Respondents were asked whether they were familiar with 'green building'. Before the campaign a little over half (54%) of all the respondents indicated that 'yes' they were familiar with 'green building,' and after the campaign their familiarity increased by 9% (63% total).

Commercial developers had the highest familiarity overall (74%), and were slightly more likely to be familiar with 'green building' than commercial building tenants and owners.¹ The most significant change between pre and post campaign was with building owners whose familiarity with green building increased from 44% to 63%²

When asked specifically what 'green' building meant to them the most common responses pre & post campaign were:³

- Using environmentally friendly materials
- Using recycled and sustainable materials
- Making buildings energy efficient
- Making buildings with clean air and that are clean to the environment

Percent that indicated 'Yes' they are familiar with 'Green Building'

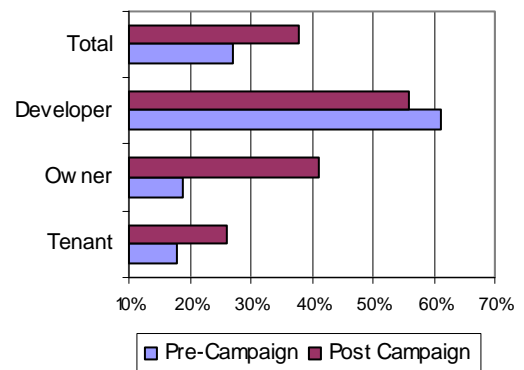


Involvement

Overall almost a third (27%) of all respondents indicated that 'yes' they had been involved with a building that contained 'green' attributes prior to the campaign. This involvement increased about 11% to 38% of all respondents after the campaign.

As might be expected, commercial building tenants had the least amount of involvement with 'green' buildings, and developers indicated the most involvement with green buildings. In fact developers were more likely than tenants or owners to have had involvement with a building that contained 'green' attributes.⁴ Also similar to the familiarity findings, the commercial building owners had the biggest increase in involvement with 'green' buildings from 19% to 41% after the campaign, and were more likely to increase their involvement with green buildings after the campaign.⁵

Percent that indicated 'Yes' they had been involved with a building with green attributes



¹ P = .04, Cramer's V = .158

² P = .06, Cramer's V = .185

³ Detailed responses to this question are in Appendix C.

⁴ P = .000, Cramer's V = .286

⁵ P = .017, Cramer's V = .247

When asked before the marketing campaign what made the buildings they had been involved with 'green,' owners, tenants, and developers identified the following attributes:

- The use of recycled or renewable materials (53%)
- Energy efficiency (38%)
- The use of non-toxic materials (21%).⁶

In the post-campaign survey, these same three attributes were again cited by tenants and developers,. However, owners in the post-campaign survey identified the following attributes for green buildings:

- Landscape and natural settings (21%)
- Water efficient plumbing fixtures (16%)

Importance of Buildings Having 'Green' Attributes

Environmental Attributes

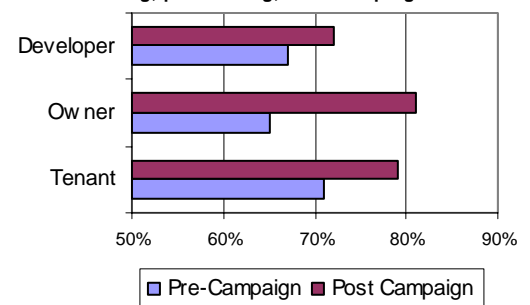
Developers, tenants, and owners were each asked how important they thought environmental issues were in purchasing, leasing and developing commercial space. Prior to the campaign more than half of all the respondents indicated that environmental issues were either *important* or *very important* in the leasing, purchasing, and developing of commercial space.

Following the campaign the importance of environmental issues increased for all respondent groups. The most significant increase in importance from pre to post campaign occurred with owners who went from "important" or "very important" 65% of the time to "important" or "very important" 81% of the time.⁷

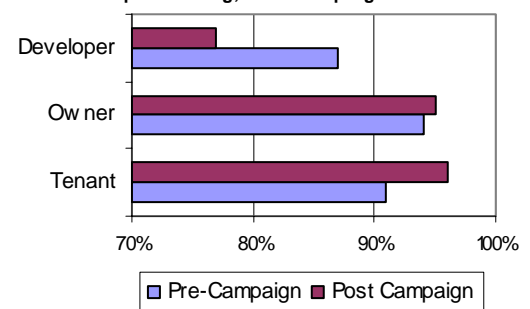
Health Attributes

In addition to environmental issues, all respondents were also asked about the importance of health issues in the purchasing leasing and development of commercial space. Again prior to the campaign more than three-fourths of the all the respondents indicated that health issues were *important* and *very important* in purchasing, leasing, and developing commercial space.

Percent that indicated environmental issues are 'important' & 'very important' when leasing, purchasing, & developing



Percent that indicated health issues are 'important' & 'very important' when leasing, purchasing, & developing



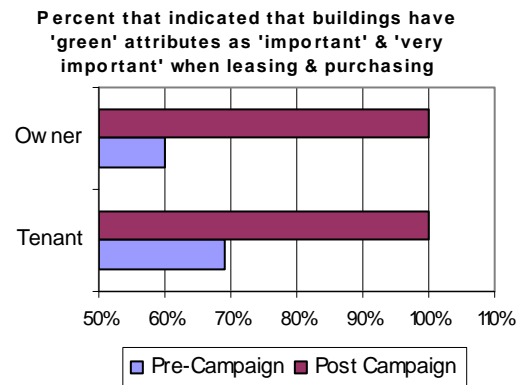
⁶ There was a slight decrease in these attributes from the pre to post campaign test but they remained the most commonly mentioned attributes. See the appendix for detailed percentages for each of the attributes. Again in both survey campaigns the category of other was chosen by many of the respondents. These 'other' responses vary and are listed in Appendix C.

⁷ P= .004 (t-test), effect size = .12

After the campaign, the importance of health issues among tenants increased about 5% while owners increased in importance by a nominal 1%. Developers actually decreased their importance of health issues in developing commercial space by 10%. However, none of these increases or decreases after the campaign is statistically significant. Tenants though, are more likely to rate health issues as important in leasing commercial space compared to owners or developers.⁸

Green Building Attributes

Tenants and owners were specifically asked how important it was to them that the next building they purchase or lease has 'green' attributes. As indicated in the chart, there was a very significant increase in importance for both groups. In fact the increase in importance for green building attributes rose 31% for tenants and 40% for owners to a total of 100% of owners and tenants after the campaign. Therefore both owners and tenants were more likely to find 'green' attributes important after the campaign.⁹



Developers were asked specifically if a customer had ever asked them to include 'green' attributes in their selection criteria. Prior to the campaign just over a third (33%) indicated that this was the case, and after the campaign there was a decrease to 23%.

When it comes to buildings that have green attributes such as having environmental and health attributes there seems to be a difference with what the tenants and owners want, and what the developers perceive as being important. Tenants and owners generally gave more importance to environment attributes by 8 to 10%, and by 18% for health attributes than did developers. Thus, it seems the developers do not realize how important these attributes are to owners and tenants.

Receptivity to Green Building Practices

An index of 14 indicators was designed to test the overall receptivity to green building practices.¹⁰ Respondents were asked to rate each indicator as to whether they *strongly agreed*, *agreed*, *disagreed*, *strongly disagreed*, or if they *don't know*. Table 1 shows those indicators that received the most positive responses by tenants, owners, and developers. The indicators that received the most positive responses (almost 75% in all three groups 'agreed' or 'strongly agreed') before the campaign were:

- Green building contributes to better indoor air quality
- Green building contributes to positive public relations
- Green building can be marketed as a positive point of difference
- Green building is a good business strategy.

⁸ P=.006, Cramer's V=.195

⁹ Tenants: p=.06 (t-test), effect size=.34 Owners: p=000 (t-test), effect size=.41

¹⁰ Results for all the individual indicators are in Table 1.

Table 1: Indicators of Receptivity to Green Building Practices (*shaded area indicates statistical significance*)

	Commercial Property Type	Pre Campaign	Post Campaign
Percent 'agree' & 'strongly agree' that green building adds value to commercial property	Tenant	74%	78%
	Owner	70%	60%
	Developer	65%	51% ^a
Percent 'agree' & 'strongly agree' that green building increases tenant comfort	Tenant	60%	77%
	Owner	64%	66% ^a
	Developer	61%	59% ^a
Percent 'agree' & 'strongly agree' that green building increases employment productivity	Tenant	46%	55%
	Owner	48%	46% ^a
	Developer	34%	18% ^a
Percent 'disagree' & 'strongly disagree' that green building increases operating costs	Tenant	48%	50%
	Owner	38%	46% ^a
	Developer	39%	55% ^a
Percent 'agree' & 'strongly agree' that green building contributes to positive public relations	Tenant	84%	90%
	Owner	76%	85%
	Developer	87%	89%
Percent 'agree' & 'strongly agree' that green building contributes to better indoor air quality	Tenant	82%	84%
	Owner	72%	79%
	Developer	74%	59% ^a
Percent 'agree' & 'strongly agree' that green building can be marketed as a positive point of difference	Tenant	86%	90%
	Owner	82%	84% ^a
	Developer	82%	81%
Percent 'disagree' & 'strongly disagree' that tenants aren't looking for space in 'green' buildings	Tenant	34%	44%
	Owner	28%	56%*
	Developer	30%	44% ^a
Percent 'disagree' & 'strongly disagree' green building space will lease slower	Tenant	22%	54%**
	Owner	16%	62%***
	Developer	22%	59%*** ^a
Percent 'agree' & 'strongly agree' that green building can be leased at higher rates	Tenant	36%	50%
	Owner	28%	29%
	Developer	26%	26% ^a
Percent 'disagree' & 'strongly disagree' green building space can't be built at competitive costs	Tenant	26%	50%**
	Owner	36%	39%
	Developer	52%	47% ^a
Percent 'agree' & 'strongly agree' that green building is a good business strategy	Tenant	76%	77%
	Owner	74%	73%
	Developer	78%	78% ^a
Percent 'agree' & 'strongly agree' they will promote 'green' building attributes	Tenant	54%	75%
	Owner	62%	64% ^a
	Developer	82%	63% ^a
Percent 'agree' & 'strongly agree' they will include 'green' building practices in next lease/purchase.	Tenant	52%	59%
	Owner	66%	66% ^a
	Developer	78%	63%

^a The response category of "Don't Know" increased from the pre to post campaign. Detailed analysis of the "Don't Know" response is provided in Appendix D.

* p < .05 ** p < .01 *** p < .001

After the campaign the indicators the received the most positive responses were:

- Green building contributes to positive public relations
- Green building can be marketed as a positive point of difference
- Green building is a good business strategy

The most significant change among indicators from pre to post survey was the indicator which asked whether “green building space will lease slower”. On average, respondents who “disagree” or “strongly disagree” that space will lease slower increased by 38% following the campaign. The other significant change following the marketing campaign was that tenants were more likely to disagree that green building space can’t be built at competitive costs.

Differences were not only tested for changes before and after the campaign, but across the three groups as well. Tenants, owners, and developers only differed significantly on the *will include 'green' building practices in next lease/purchase* indicator.¹¹ Owners & developers were more likely than tenants to indicate they would include green building practices in their next lease, purchase or development.¹²

Some respondents indicated a response of ‘don’t know’ for many of these indicators, especially after the campaign. In fact, for some indicators there was a large increase in the number of ‘don’t know’ responses after the campaign. A detailed table of “don’t know” responses for these indicators is provided in Appendix D.

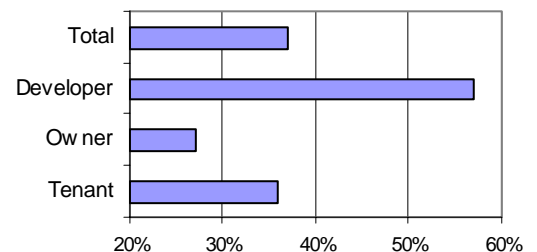
Recollection of the Campaign Ads and Mailings

In the survey after the campaign respondents were asked if they recalled seeing any ads or receiving any information in the mail highlighting examples of companies adopting green building practices. Overall 37% of all respondents recalled seeing the ads or receiving mail about green building. More than half (57%) of developers recalled these ads and mailings, and were more likely to recall seeing these ads than either tenants or owners.¹³ Those respondents that indicated they had not recalled these ads or mailings (63% overall) were then asked more specifically if they recalled any ads or mailings about how companies such as Toyota, Patagonia, Warner Bros, and National Geographic used green building practices. Of those that said “no” they had not recalled seeing any ads, 5% indicated that ‘yes’ they had remembered ads about these specific companies.

All those respondents that eventually indicated that ‘yes’ they recalled the ads were then asked if they remembered the main messages of these ads. The most common messages remembered were:¹⁴

- Green building helps protect the environment (19%)
- Financial benefits of green building (16%)
- Highlighting companies that practiced green building (13%)

Percent ‘Yes’ recall seeing ads or receiving information in the mail



¹¹ ANOVA, $p = .036$

¹² Parsed t-tests: owners vs. tenants $p = .029$, developers vs. tenants $p = .05$

¹³ $P = .049$, Cramer's $V = .218$

¹⁴ Responses of ‘other’ are listed in Appendix C.

Appendix A: Pre & Post Surveys

Pre Campaign Survey:

Hi, this is _____. I'd like to assure you that this is not a sales call. I am calling on behalf of the City of Seattle/King County, BetterBricks, and the US Green Building Council. They are conducting this survey of local commercial building developers, owners and tenants to get opinions about green building. This survey will take about 5 minutes of your time. We would very much like to include your opinions. Can we begin? (If no, see if there is a better time to call back. Record callback date and time.)

1. Which **ONE** of the following best describes your position? Would you say:
 - ☐ Commercial building tenant (continue to Q2)
 - ☐ Commercial building owner (continue to Q2)
 - ☐ Commercial building developer (skip to Q3)

2. What building benefits and attributes do you seek most often? (Do not read. Check all that apply)
 - ☐ Location
 - ☐ Cost
 - ☐ Parking
 - ☐ Proximity to transit
 - ☐ Proximity to clients
 - ☐ Proximity to retail/restaurants
 - ☐ Speed of elevators
 - ☐ Functionality of the building for my type of business
 - ☐ Quality of the building (e.g. class A, B etc.)
 - ☐ Building amenities
 - ☐ Healthy indoor air quality
 - ☐ Operational savings
 - ☐ Energy efficiency
 - ☐ Other (please specify)

3. Are you familiar with the term 'green building'?
 - ☐ Yes
 - ☐ No (skip to Q5)

4. What does it mean to you?

For purposes of this survey “green building” is used interchangeably with sustainable building and high-performance green building. We are defining “green building” as design and construction practices that balance environmental responsibility, occupant health and comfort, and profitability or return on investment.

5. Have you ever been involved with a building that contained ‘green’ attributes?
 - ☐ Yes
 - ☐ No (skip to Q7)
 - ☐ Don’t know (skip to Q7)

6. What made the building ‘green’? (Do not read. Check all that apply)
 - ☐ Location near mass transit or bicycle accessible
 - ☐ Landscape and natural settings
 - ☐ Water efficient plumbing fixtures
 - ☐ Low flow irrigation
 - ☐ Energy efficiency
 - ☐ Use of recycled or renewable materials
 - ☐ Operational recycling program
 - ☐ Increased ventilation effectiveness
 - ☐ Non-toxic materials
 - ☐ Daylighting
 - ☐ Sun control
 - ☐ Operable windows
 - ☐ Views
 - ☐ Others (please specify)

7. (developers) How important do you think **environmental** issues are to your customers in leasing/purchasing commercial space? Would you say:
 - ☐ Very important
 - ☐ Important
 - ☐ Unimportant
 - ☐ Very unimportant
 - ☐ Don’t know (Do not read)

8. (developers) How important do you think **health** issues are to your customers in leasing/purchasing commercial space? Would you say:
 - ☐ Very important
 - ☐ Important
 - ☐ Unimportant
 - ☐ Very unimportant
 - ☐ Don’t know (Do not read)

9. (developers) Has a customer ever asked you to include ‘green’ attributes in their selection criteria?
 - ☐ Yes
 - ☐ No
 - ☐ Don’t know

7.(owners) How important are **environmental** issues to you in purchasing commercial space?

Would you say:

- ☐ Very important
- ☐ Important
- ☐ Unimportant
- ☐ Very unimportant
- ☐ Don't know (Do not read)

8. (owners) How important are **health** issues to you in leasing purchasing commercial space?

Would you say:

- ☐ Very important
- ☐ Important
- ☐ Unimportant
- ☐ Very unimportant
- ☐ Don't know (Do not read)

9. (owners) How important to you is it that the next space you purchase contains 'green' attributes?

- ☐ Very important
- ☐ Important
- ☐ Unimportant
- ☐ Very unimportant
- ☐ Don't know (Do not read)

7.(tenants) How important are **environmental** issues to you in leasing commercial space?

Would you say:

- ☐ Very important
- ☐ Important
- ☐ Unimportant
- ☐ Very unimportant
- ☐ Don't know (Do not read)

8. (tenants) How important are **health** issues to you in leasing commercial space? Would you say:

- ☐ Very important
- ☐ Important
- ☐ Unimportant
- ☐ Very unimportant
- ☐ Don't know (Do not read)

9. (tenants) How important to you is it that the next space you lease contains 'green' attributes?

- ☐ Very important
- ☐ Important
- ☐ Unimportant
- ☐ Very unimportant
- ☐ Don't know (Do not read)

Note: This next question is designed to be an index. We can add up the scores for all of the statements, divide by the number of statements and create a "receptivity to green building practices" index. We can also weight these items so that those which are more indicative of receptivity, such as the 4th item (likelihood to include green building practices) count more in the overall index score.

10. Please tell me how strongly you agree or disagree with the following statements. Please use a scale of "strongly agree", "agree", "disagree" or "strongly disagree". (Rotate and Read)
- ☐ "Green building" adds value to a commercial property.
 - ☐ "Green building" increases tenant comfort.
 - ☐ "Green building" increases employee productivity
 - ☐ "Green building" increases operating costs
 - ☐ "Green building" contributes to positive public relations
 - ☐ "Green building" contributes to better indoor air quality
 - ☐ "Green building" can be marketed as a positive point of difference.
 - ☐ Tenants aren't looking for space in "green buildings"
 - ☐ "Green building" space will lease slower
 - ☐ "Green building" space can be leased at higher rates
 - ☐ "Green building" space can't be built at competitive costs
 - ☐ "Green building" is a good business strategy
 - ☐ I am likely to promote buildings based on their "green building" attributes.
 - ☐ I am likely to include "green building" practices in my next: lease (for tenants), purchase (for owners), commercial building development project (for developers)

11. (tenant) In which King County cities (including Seattle) do you lease commercial space.

11b. And how many employees use the commercial space you lease in these cities?

11.(owner) In which King County cities (including Seattle) do you own commercial space? ?

11b. And how many buildings do you own in these cities?

11.(developer) In which King County cities (including Seattle) have you developed commercial space in the last 3 years?

11b. And how many buildings have you developed in these cities in the last 3 years?

12. Would you like to receive information in the future via mail or e-mail regarding green building initiatives?

- ☐ Yes (get contact information)
- ☐ No

Thank you. That is all of the questions we have for you. We appreciate your time.

Post Campaign Survey:

Hi, this is _____. I'd like to assure you that this is not a sales call. I am calling on behalf of the City of Seattle/King County, BetterBricks, and the US Green Building Council. They are conducting this survey of local commercial building developers, owners and tenants to get opinions about green building. This survey will take about 5 minutes of your time. We would very much like to include your opinions. Can we begin? (If no, see if there is a better time to call back. Record callback date and time.)

1. Which **ONE** of the following best describes your position? Would you say:
 - ☐ Commercial building tenant (continue to Q2)
 - ☐ Commercial building owner (continue to Q2)
 - ☐ Commercial building developer (skip to Q3)

2. What building benefits and attributes do you most often seek? (Do not read. Check all that apply)
 - ☐ Location
 - ☐ Cost
 - ☐ Parking
 - ☐ Proximity to transit
 - ☐ Proximity to clients
 - ☐ Proximity to retail/restaurants
 - ☐ Speed of elevators
 - ☐ Functionality of the building for my type of business
 - ☐ Quality of the building (e.g. class A, B etc.)
 - ☐ Building amenities
 - ☐ Healthy indoor air quality
 - ☐ Operational savings
 - ☐ Energy efficiency
 - ☐ Other (please specify)

3. Are you familiar with the term 'green building'?
 - ☐ Yes
 - ☐ No (skip to Q5)

4. What does it mean to you?

For purposes of this survey “green building” is used interchangeably with sustainable building and high-performance green building. We are defining “green building” as design and construction practices that balance environmental responsibility, occupant health and comfort, and profitability or return on investment.

5. Have you ever been involved with a building that contained ‘green’ attributes?
 - ☐ Yes
 - ☐ No (skip to Q7)
 - ☐ Don’t know (skip to Q7)

6. What made the building ‘green’? (Do not read. Check all that apply)
 - ☐ Location near mass transit or bicycle accessible
 - ☐ Landscape and natural settings
 - ☐ Water efficient plumbing fixtures
 - ☐ Low flow irrigation
 - ☐ Energy efficiency
 - ☐ Use of recycled or renewable materials
 - ☐ Operational recycling program
 - ☐ Increased ventilation effectiveness
 - ☐ Non-toxic materials
 - ☐ Daylighting
 - ☐ Sun control
 - ☐ Operable windows
 - ☐ Views
 - ☐ Others (please specify)

7. (developers) How important do you think **environmental** issues are to your customers in leasing/purchasing commercial space? Would you say:
 - ☐ Very important
 - ☐ Important
 - ☐ Unimportant
 - ☐ Very unimportant
 - ☐ Don’t know (Do not read)

8. (developers) How important do you think **health** issues are to your customers in leasing/purchasing commercial space? Would you say:
 - ☐ Very important
 - ☐ Important
 - ☐ Unimportant
 - ☐ Very unimportant
 - ☐ Don’t know (Do not read)

9. (developers) Has a customer ever asked you to include ‘green’ attributes in their selection criteria?
 - ☐ Yes
 - ☐ No
 - ☐ Don’t know

7.(owners) How important are **environmental** issues to you in purchasing commercial space?

Would you say:

- ☐ Very important
- ☐ Important
- ☐ Unimportant
- ☐ Very unimportant
- ☐ Don't know (Do not read)

8. (owners) How important are **health** issues to you in leasing purchasing commercial space?

Would you say:

- ☐ Very important
- ☐ Important
- ☐ Unimportant
- ☐ Very unimportant
- ☐ Don't know (Do not read)

9. (owners) How important to you is it that the next space you purchase contains 'green' attributes?

- ☐ Very important
- ☐ Important
- ☐ Unimportant
- ☐ Very unimportant
- ☐ Don't know (Do not read)

7.(tenants) How important are **environmental** issues to you in leasing commercial space?

Would you say:

- ☐ Very important
- ☐ Important
- ☐ Unimportant
- ☐ Very unimportant
- ☐ Don't know (Do not read)

8. (tenants) How important are **health** issues to you in leasing commercial space? Would you say:

- ☐ Very important
- ☐ Important
- ☐ Unimportant
- ☐ Very unimportant
- ☐ Don't know (Do not read)

9. (tenants) How important to you is it that the next space you lease contains 'green' attributes?

- ☐ Very important
- ☐ Important
- ☐ Unimportant
- ☐ Very unimportant
- ☐ Don't know (Do not read)

Note: This next question is designed to be an index. We can add up the scores for all of the statements, divide by the number of statements and create a "receptivity to green building practices" index. We can also weight these items so that those which are more indicative of receptivity, such as the 4th item (likelihood to include green building practices) count more in the overall index score.

10. Please tell me how strongly you agree or disagree with the following statements. Please use a scale of "strongly agree", "agree", "disagree" or "strongly disagree". (Rotate and Read)

- ☐ "Green building" adds value to a commercial property.
- ☐ "Green building" increases tenant comfort.
- ☐ "Green building" increases employee productivity
- ☐ "Green building" increases operating costs
- ☐ "Green building" contributes to positive public relations
- ☐ "Green building" contributes to better indoor air quality
- ☐ "Green building" can be marketed as a positive point of difference.
- ☐ Tenants aren't looking for space in "green buildings"
- ☐ "Green building" space will lease slower
- ☐ "Green building" space can be leased at higher rates
- ☐ "Green building" space can't be built at competitive costs
- ☐ "Green building" is a good business strategy
- ☐ I am likely to promote buildings based on their "green building" attributes.
- ☐ I am likely to include "green building" practices in my next: lease (for tenants), purchase (for owners), commercial building development project (for developers)

11. In the last six months, do you recall seeing any ads or receiving any information in the mail highlighting examples of where companies adopted green building practices?

- ☐ YES (Skip to 11b)
- ☐ NO

11a. In the last six months, do you recall seeing any ads or receiving information in the mail about how companies such as Toyota, Patagonia, Warner Bros, and National Geographic used green building practices?

- ☐ Yes (go to 11b)
- ☐ No (Skip to 12)

11b. What was the main message of these ads (do not read list, check all that apply)

- ☐ Highlighting companies that practiced green building
- ☐ Financial benefits of green building (lower NOI, higher profits, lower operating costs)
- ☐ Green buildings can increase productivity of employees
- ☐ Green building helps protect the environment
- ☐ Other (Please specify) _____
- ☐ Don't recall _____

12. (tenant) In which King County cities (including Seattle) do you lease commercial space.

12b. And how many employees use the commercial space you lease in these cities?

13.(owner) In which King County cities (including Seattle) do you own commercial space? ?
13b. And how many buildings do you own in these cities?

14.(developer) In which King County cities (including Seattle) have you developed commercial space in the last 3 years?
14b. And how many buildings have you developed in these cities in the last 3 years?

15. Would you like to receive information in the future via mail or e-mail regarding green building initiatives?

- ☐ Yes (get contact information)
- ☐ No

Thank you. That is all of the questions we have for you. We appreciate your time.

Appendix B: Campaign Materials

All images and campaign materials can be found at:

<http://www.buildgreennw.com/campaign.html>

Appendix C: Responses to Open-Ended Questions and “Others”

Pre-Campaign Data:

Question #2 Responses

NICE CLEAN BUILDING
LOADING DOCK
CLEANLINESS, UP TO DATE, AND REASONABLY PRICED
I DON'T KNOW.
INCOME
PRIVATE TOP FLOOR
UP KEEP OF OUR FACILITIES
NATURAL LIGHT, ELECTRICAL PLUGS, AND BUILDING SECURITY
LOW OPERATING COSTS AND FLEXIBILITY ON HOW ITS STRUCTURED INSIDE INCASE WE WANT TO SELL IT.
NONE
PUT IN A BUILDING SO WE CAN HAVE SOME RENTAL INCOME
SIZE
NONE
I DON'T KNOW
I DO NOT KNOW.
LOW MAINTENANCE AND EARTHQUAKE PROTECTION
RELIEF FROM TAXES
AVAILABLE SPACE
NONE
NONE
I DO NOT KNOW
IT IS HEATED, HAS A LOADING DOCK, PARKING, AND CHEAP RENT.
LOWER TAXES
COMFORT, ACCESS TO TECHNOLOGY, AND SECURITY.
THE OUTSIDE APPEARANCE AND LANDSCAPE
I DON'T KNOW.
UTILITIES AND CLEANING
I DON'T KNOW.
EASY ACCESS.
FINANCIAL RETURNS AND OPPORTUNITIES
I DON'T KNOW.
NONE
I DON'T KNOW.
JANITORIAL MAINTENANCE AND H-VAC
EASE OF MAINTENANCE
NONE
AFFORDABILITY AND CAPACITY FOR GROWTH.
ENVIRONMENT.
LOOKS, LONG LASTING.
WE HAVE BEEN IN THE SAME PLACE FOR 10 YEARS AND I DON'T THINK I CAN ANSWER THAT.
NONE

PERSONAL NEEDS

I DON'T KNOW.

SPACE

MONEY TO MAINTAIN ARCHITECTURAL INTEGRITY, CONSERVATION CONCERNS, AND

I DON'T KNOW.

IT IS A HOUSING DESIGNED FOR SENIORS. MULTI FAMILY APARTMENTS.

THE FUNCTIONALITY AND LOCATION.

VALUE

Question #4 Responses

ECO FRIENDLY BUILDING

ENVIRONMENTALLY FRIENDLY.

IT MEANS USING THE ENVIRONMENT AND BEING ENERGY EFFICIENT.

USING RECYCLED MATERIAL. USING RECYCLE MATERIAL FROM CONSTRUCTION.

ENVIRONMENTALLY EQUIPPED.

ENVIRONMENTALLY SOUND.

IT HAS SOME ENVIRONMENTALLY FRIENDLY ASPECTS.

SUSTAINABLE DESIGN AND CONSTRUCTION PRACTICES

IT'S BUILDING DESIGN. SO IT DOESN'T USE NON-RENEWABLE RESOURCES.

THE TERM GREEN BUILDING TO ME MEANS UTILIZING ENVIRONMENTALLY FRIENDLY MATERIALS AND SYSTEMS IN YOUR SPACE.

IT MEANS A BUILDING THAT IS ENERGY EFFICIENT AND NOT A LOT OF GLASS PANELS. SOMETHING THAT DOES NOT HAVE PAINT ON IT TO DESTROY THE ENVIRONMENT.

IT MEANS A BUILDING WITH AN EYE TOWARD THE ENVIRONMENT, USING MATERIAL THAT IS EARTH FRIENDLY.

A BUILDING THAT HELPS GENERATE ITS OWN POWER OR MITIGATES ITS OWN DAMAGE. (WE) NE ENVIRONMENTALLY FRIENDLY AND ENERGY EFFICIENT.

IT MEANS A BUILDING IN WHICH THERE WAS THOUGHT BUILT IN THAT DEALS WITH EMPLOYEE SATISFACTION AND ENERGY IT TOOK TO BUILD THE BUILDING. ALSO, ENERGY TO RUN THE BUILDING.

A BUILDING WHICH UTILIZES THE MINIMUM AMOUNT OF ENERGY AND OF COURSE USE RECYCLABLE PRODUCTS. ALSO, IT IS ABLE TO PERFORM IT'S DESIRED FUNCTION.

ENVIRONMENTAL ISSUES.

BUILDING IT OUT OF RECYCLED MATERIAL. IN A ENVIRONMENTALLY FRIENDLY FASHION.

BUILT TO MINIMIZE ENERGY, WATER USAGE, AND WASTE. ALSO, TO IMPROVE THE TIME YOU SPEND IN THE BUILDING.

IT MEANS THAT YOUR BUILDING IS BUILT WITH SUBSTANCES THAT ARE GOOD WITH THE ENVIRONMENT AND YOUR BUILDING WITH SOLAR ENERGY. POWER FOR THE HEATING AND COOLING. MY GRANDCHILDREN WILL HAVE A BETTER LIFE. WE ARE LIVING IN HARMONY WITH THE WORLD.

ON A NUMBER OF LEVELS IT IS QUALITY OF MATERIALS GOING IN TO BUILDING. BEING ABLE TO LOOK OUT SIDE OF THE WINDOW AT SOMETHING GREEN. ALSO, REDUCE PARKING.

SOUND ENVIRONMENT

IT HAS MORE RECYCLED AND NATURAL TYPE PRODUCTS AND DUAL DILIGENCE.

ENERGY EFFICIENT BUILDINGS.

IT USES LESS ENERGY.

TRYING TO CONSERVE EVERYTHING AND BUILDING IN AN EXPENSIVE PLACE HOPING TO SAVE MONEY. I'M NOT AN ENVIRONMENTALIST, I DON'T LIKE IT. A SERIES OF THAT I HAVE NO FAITH IN.

BUILT OUT OF RECYCLABLE MATERIALS, ENERGY EFFICIENT.
 SETTING ASIDE GREEN AREAS.
 A BUILDING THAT IS ENVIRONMENTAL AND ENERGY SAVING
 USING ENVIRONMENTALLY SENSITIVE MATERIALS AND BUILDING DESIGN.
 ENVIRONMENTALLY BETTER
 TO BUILD IN AN ENVIRONMENTALLY SAFE WAY. IN TERMS OF LIGHTING AND HEATING. BETTER
 BUILDING IN FOR THE ENVIRONMENT.
 IT MEANS A BUILDING BUILT WITH RECYCLED MATERIALS AND PRODUCTS.
 RENEWABLE RESOURCE PRODUCTS.
 IT MEANS USING MATERIAL THAT IS LESS HARMFUL TO THE ENVIRONMENT. USING PASSIVE SOLAR
 ENERGY.
 BUILDING IN A WAY THAT IS SUSTAINABLE IN REGARD TO ENVIRONMENT.
 IT'S ENVIRONMENTALLY APPROPRIATE.
 THE PERCENTAGE OF RECYCLED MATERIALS UTILIZED WITHIN A PROJECT.
 IT MEANS YOU ARE BUILDING A WITH RENEWABLE AND RECYCLABLE PRODUCTS. YOUR BASE IS
 ENVIRONMENTALLY FRIENDLY.
 ENVIRONMENTALLY, YOU CARE ABOUT THE ENVIRONMENT.
 IT IS ENVIRONMENTALLY BUILT AND OPERATED.
 IT MEANS ENVIRONMENTALLY SOUND. WHAT IS BEST FOR THE ENVIRONMENT.
 IT MEANS ENVIRONMENTALLY SENSITIVE AND EXPENSIVE. (EXPENSIVE) I JUST THINK THE GREEN
 BUILDING TRADITIONALLY COSTS MORE THAN NON GREEN BUILDING.
 IT MEANS BUILDINGS THAT ARE FRIENDLY AND MINIMIZE POLLUTION.
 ONE THAT IS ENVIRONMENTALLY BENIGN AND NON-TOXIC TO INHABITANTS.
 JUST SOMETHING THAT ENVIRONMENTALLY IS SOUND. MAYBE GREEN RECYCLED BUILDING
 A BUILDING THAT IS HEALTHY FOR WORKERS AND IS ENVIRONMENTALLY FRIENDLY.
 IT MEANS USING ENVIRONMENTALLY FRIENDLY AND LONG LASTING MATERIALS, AND IT IS MORE COST
 EFFICIENT.
 IT'S A BUILDING THAT IS SUPPOSED TO USE THE RESOURCES UP. IT HELPS GENERATE IT'S OWN
 ENERGY, SOLAR ENERGY AND USES GOOD PRODUCTS, GREEN TYPES OF PRODUCTS.
 IT IS AN ECO-FRIENDLY BUILDING.
 WE ACTUALLY SELL CUSTOM WINDOW COVERINGS LIKE MINI BLINDS AND THAT SORT OF THING AND
 WE DEAL WITH A LOT OF HOME BUILDERS. WE UNDERSTAND GREEN BUILDING FROM A HOME OR A
 RESIDENT STAND POINT AND NOT COMMERCIAL.
 IT MEANS UTILIZING MATERIALS AND WHAT WOULD YOU CALL IT, THE SYSTEMS THAT CONSERVE
 ENERGY. IT IS MUCH MORE EFFICIENT FROM LIGHTING TO WINDOWS. IT IS SUPPOSED TO HAVE
 INSULATION AND ROOFING. THAT'S ABOUT IT FOR NOW.
 USE RESOURCES EFFICIENTLY WITH MATERIALS THAT ARE FRIENDLY TO OTHER NATURAL
 RESOURCES. APPROPRIATE GLASS AND OTHER MATERIALS.
 WE ARE MEMBERS OF THE COUNSEL.
 THE RECYCLING OF BUILDING MATERIALS. ISL 1401, IT'S THE GREEN BUILDING CODE. ALSO, COST
 SAVINGS, IN PROPER USAGE OF LIGHTING AND HEATING.
 IT IS AN ECO-FRIENDLY BUILDING.
 IT IS A BUILDING THAT IS TRYING TO USE RENEWABLE RESOURCES IN AN ECONOMIC WAY.
 IT MEANS AN ECO-FRIENDLY BUILDING.
 IT IS A LOT OF MONEY FOR ZERO RESULTS.
 IT MEANS THAT THEY ARE RECYCLING BUILDING MATERIALS.

IT MEANS THE BUILDING IS ENVIRONMENTALLY FRIENDLY. MATCHING WITH THE LANDSCAPE AND HOW IT TREATS THE WATER RUN OFF. BLENDING OF THE ENVIRONMENT AS FAR AS LIGHT AND THE RE-USE OF BUILDING MATERIALS, EFFICIENT USE OF RESOURCES, AND BUILDING MATERIALS. ENERGY SAVING CONSTRUCTION METHODS.

ENERGY EFFICIENT, USING RECYCLED MATERIALS...THAT SORT OF THING. (W/E) MORE EXPENSIVE. (W/E) NE

ENVIRONMENTALLY FRIENDLY BUILDING PRACTICES AND USE. (W/E) NE

TRY TO USE AND RECYCLE MATERIALS. (W/E) NE

IT MEANS PRESERVING NATURAL RESOURCES WHILE BUILDING COMMERCIAL BUILDINGS. WRITING A BOOK ABOUT GREEN BUILDINGS. (W/E) NE

Question #6 Responses

ENVIRONMENTAL

I WAS PARTLY INVOLVED IN THE DESIGN AND CONSTRUCTION AND IT WAS REQUIRED TO BE GREEN. ERGONOMICALLY DEVELOPED. THAT IT HAS RULES AND REGULATIONS AND A SOUND STRUCTURE.

GREEN BELTS

THE LANDSCAPE USES LOW WATER.

GLAZING IS LIMITED

Post Campaign Data:

Question #2 Responses

HEAT AND WATER
WAREHOUSE FACILITIES AND OFFICE
SPACE
STLYE, VALUE
SPACE
structual steel
ELECTRICITY
DON'T KNOW
FOR THE USE I'M USING IT FOR.
PLEASING APPEARENCE
SOMETHING OUR ORGANIZATION COULD USE WELL.
BUILDINGS THAT SUPPORT THE NATURE OF OUR BUSINESS, PROVIDES A COMFORTABLE AND
APPROPRIATE ATMOSPHERE FOR OUR CUSTOMERS AND STAFF MEMBERS.
A GOOD SOLID PLACE TO WORK.
WAREHOUSE
PROPER ZONING CODES
SECURITY
LOOKS
QUALITY OF SPACE, AND USABILITY OF SPACE.
THE LARGEST SPACE FOR THE LEAST AMOUNT OF MONEY.
OFFICE WAREHOUSE SPACE.
DON'T KNOW
WE AREN'T LOOKING FOR BUILDINGS.
I DON'T WORRY ABOUT ATTRIBUTES.
I DON'T KNOW HOW TO ANSWER THAT.
SIZE
NOTHING
FLEXIBILTY AND CONVENIENCY.
PREVENTING PROBLEMS
EASY ACCESS TO FREEWAY, RECYCLE BINS FOR PAPER AND METAL FULL SPECTRUM FLORESCENT
LIGHTING.
NONE
SECURE NEIGHBORHOOD
I DON'T KNOW
CHEAP UNIMPROVED LAND.
VIABLE RETAIL USE
DRIED
SIZE
LIGHTING AND VENTILATION.

Question #4 Responses

THEY ARE THE ONES THAT DO THE RECYCLING AND VERY CLEAN TO THE ENVIRONMENT. (W/E) NE
YOU USE DEVELOPMENT, USE MATERIALS THAT ARE ENVIRONMENTALLY FRIENDLY. THE WAY THAT
THE OFFICES ARE SET UP. THERE'S A CONSTRUCTION PORTION. THE TRANSITS.
SUSTAINABLE, TAKES CARE OF ITSELF RECYCLED MATERIAL, SELF SUFFICIENT AND
ENVIRONMENTALLY FRIENDLY. (W/E) NE
MEANS ECOLOGICALLY SOUND.
IT MEANS BEING A CLEAN, STANDARD BUILDING, THAT IT HAS SOME SENSE OF STABILITY AND
ENVIRONMENTALLY VALUED RESOURCES. HOW THE ENERGY IS USED. (W/E) NE
NOTHING THERE AND WE HAVE TO START FROM SCRATCH AND AN EMPTY BUILDING.
USING MATERIAL THAT HELPS CONSERVE NATURAL MATERIALS AND HELP PROTECT THE
ENVIRONMENT. (W/E) NE
IT MEANS YOU WANT TO MAKE IT MORE ENERGY EFFICIENT. (W/E) THAT I THINK WE HAVE REGULAR
REGULATIONS ALREADY. (W/E) TOO MANY PEOPLE IN GOVERNMENT THINK THY HAVE A BRIGHT IDEA,
BUT THEY HAVE NO PRACTICAL SENSE. (W/E) NE
LOW ENERGY AND RECYCLED MATERIALS (W/E) N/E
ENERGY EFFICIENCY RECYCLED MATERIALS AND RENEWABLE RESOURCES (W/E) NE
BUILDING THAT ENVIRONMENTAL FRIENDLY, CLEAN AIR QUALITY, ENERGETICALLY EFFICIENT.
A BUILDING THAT IS ENVIRONMENTALLY FRIENDLY. (FRIENDLY) HAS CLEAN AIR AND WATER AND DOES
NOT POLLUTE. (W/E) NE
IT'S ON A GREEN LAND. (GREEN) IT'S A VIRGIN LAND. (VIRGIN) IT'S FARMLAND MOVED INTO AN
INDUSTRIAL AREA. (GREEN BUILDING) IT'S A NEW BUILDING, A NEW WAREHOUSE. (GREEN) IT'S
NOTHING. (W/E) NE
A COLOR OF A BUILDING, AND IT ATTRACTS ATTENTION OR BUSINESS (W/E) I WOULD STOP THERE.
RECYCLED MATERIALS. (W/E) MAINLY PROPER DISPOSAL OF CONSTRUCTION WASTE. (MATERIALS) I
RIP DOWN A LOT OF STRUCTURES. I TRY TO RECYCLE CONCRETE AND STEEL AND METAL HAND
CLEAN LUMBER TO A BETTER SIGHT. (W/E) NE
GREEN BUILDING IS THE PERCENT OF RECYCLED GOOD PRODUCTS THAT CAN BE REUSED
REMANUFACTURED NON DEFERENTIAL TO ENVIRONMENT. DOESN'T CAUSE REDUCED HARM LIKE CUTTING
DOWN TREES
BUILDING IS ENVIRONMENTALLY RESPONSIBLE.
ENVIRONMENTAL AND BUILDING IMPACT LOWER. (W/E) ENVIRONMENTALLY FRIENDLY IS ANOTHER
WAY OF SAYING THE SAME THING. (W/E) NE
ENVIRONMENTALLY FRIENDLY PRODUCTS IN EVERYTHING FROM THE ELECTRIC TO THE HAND
TOWELS YOU USE IN THE RESTROOMS TO THE RUGS YOU THROW ON THE FLOOR. (W/E) NE
THE ENERGY CONSERVATION CONCEPT, THE ENERGY BUILDING IS BUILT TO CONSERVE AS MUCH
ENERGY AS POSSIBLE. (POSSIBLE) THAT IT IS AS CONSERVATIVE OF THE ENVIRONMENT AS
POSSIBLE. [W/E] NE
IT MEANS CAREFULLY USING RESOURCES FOR THE STEWARD OF LONG TERM, BEING STEWARD OF
THE LAND, TAKING CARE OF THE NATURAL RESOURCES OF THE LAND. (W/E) NE
GREEN BUILDING TO ME MEANS USING ENVIRONMENTALLY FRIENDLY OR SUSTAINABLE
RESOURCES. (FRIENDLY, SUSTAINABLE) SUSTAINABLE, RENEWABLE. (RENEWABLE) NON HARMFUL,
RENEWING, SELF PRESERVING. (W/E) NE
ENVIRONMENTALLY FRIENDLY. (W/E) ENERGY EFFICIENT. (W/E) NE
ECOLOGICALLY FRIENDLY BUILDING THAT COSTS LESS TO OPERATE AND REQUIRES FEWER
RESOURCES TO BUILD. (W/E) OURS WAS BUILT IN THE 60'S AND IT'S NOT THE LEAST BUILT GREEN
EXCEPT THAT IT'S HERE, IT'S PAID FOR, IT'S EXISTING. (W/E) NE
ENVIRONMENTALLY CONSCIOUS MATERIALS THAT ARE USED, THAT ARE LIKE SWITCHES THAT
AUTOMATICALLY TURN OFF AND ENERGY SAVING DEVICES AND ELECTRONIC BLAST THAT DRAW
LESS ENERGY. [W/E] NE

DO SOMETHING DIFFERENT WITH THE ROOF TO ABSORB SOME OF THE RAIN OFF. [W/E] NE
 USING RECYCLING MATERIALS WHEREVER POSSIBLE AND USING MATERIALS IN THE MOST
 EFFICIENT POSSIBLE MANNER AND USING RENEWABLE RESOURCES AS POSSIBLE. [W/E] NE
 ENERGY EFFICIENT AND SUSTAINABLE FOR THE ENVIRONMENT (W/E) THAT IS WHAT COMES TO MIND
 FOR THE MOMENT. ENVIROMENTALLY FRIENDLY ALSO. (W/E) NE
 IT MEANS BUILDINGS THAT ARE TRYING TO BE MORE ENERGY EFFICIENT AND TRYING TO USE
 ALTERNATE SOURCES FOR ENERGY. BUILDINGS THAT IN SOME WAY CAN RECYLCE OR BUILDINGS
 THAT IN SOME WAY HAVE WAYS TO RECYCLE AS IN BINS ETC. [W/E] NE
 IT MEANS THAT THE BUILDING IS USING ENVIRONMENTALLY FRIENDLY MATERIALS THAT HAS A
 LOWER IMPACT TO OUR WATER SUPPLY AND AIR RESOURCES. [W/E] NE
 ENVIRONMENTALLY SOUND. SO WE CAN PUT STUFF DOWN THE DRAIN AND NOT HURT THE FISH.
 [W/E] NE
 IT IS AN ENVIRONMENTALLY AWARE BUILDING, A CONSERVATIVE OF RESOURCES.
 (ENVIRONMENTALLY AWARE) ENVIRONMENTALLY CONCERNED (W/E) AND IT WOULD PROBABLY BE
 CONCERNED WITH YOUR EMPLOYEES HEALTH AND WELFARE. (W/E) NE
 THAT IT IS AN ENVIRONMENTALLY FRIENDLY BUILDING, THAT IS MADE FROM RECYLCED MATERIALS
 AND ENERGY CONSERVANT. [W/E] NE
 A BUILDING WHICH DOESN'T ADD TO POLLUTION. [W/E] NE
 SUSTAINABLE BUILDING PRODUCT BY THIS I MEAN SOMETHING THAT IS ENVIRONMENTALLY
 CONSCIENCE. TAKES ADVANTAGE OF LOCAL MICRO CLIMATE AND USES MATERIALS RESPONSIBLY.
 [W/E] NE
 RECYCLING MATERIALS. UTILIZE MATERIALS TO REDUCE THE CORRUPTION OF NATURAL
 RECOURCES. [W/E] NE
 BUILDING USING ENVIRONMENTALLY COMPATIBLE OR RECYCLED MATERIALS. [W/E] NE
 USING SUSTAINABLE PRODUCT, NOT USING DANGEROUS PRODUCTS. [SUSTAINABLE PRODUCTS]
 PRODUCTS FROM FLOORING INSTEAD OF USING SOLID WOOD PRODUCTS OR METAL THAT ARE
 ENDANGERED PRODUCTS. [W/E] NE
 IT MEANS TO ME A BUILDING THAT WOULD HAVE LOWER ENERGY USE, GOOD AIR QUALITY, AND
 MADE OF MATERIALS THAT ARE ENVIRONMENTALLY FRIENDLY AS IN MATERIALS THAT PROVIDE
 QUALITY CONSTRUCTION OR RECYCLABLE MATERIALS. [W/E] NE
 ENERGY SAVING BUILDING AND A VARIETY OF METHODS TO REDUCE ENERGY COST. [W/E] NE
 IT HAS TO DO WITH BUILDING BUILDINGS THAT ARE ENERGY EFFICIENT, AND THAT USE SOME SORT
 OF RECYCLABLE MATERIALS TO BUILD THE BUILDING. BY ENERGY EFFICIENT I MEAN AS IN HEAT
 SOURCES, USING NEW TECHNOLOGIES. LIGHTING FITS INTO THAT AS WELL. [W/E] NE
 EVIROMENTALLY SENSITIVE, ENERGY EFFICIENT AND RECYCLED MATERIALS. [W/E] NE
 IT'S EFFICIENT AND IT'S ENVIROMENTALLY FRIENDLY. IT HAS DOUBLE PANED WINDOWS AND YOU
 CAN UPGRADE YOUR LIGHTING FOR ENERGY EFFICIENCY AND RECYCLING. (W/E) NE
 IT MEANS YOUR BUILDING IS NOT CONSUMPTIVE OF RESOURCES. [W/E] NE
 THE PRODUCTS THAT YOU USE WHETHER THEY'RE RE-USABLE. ENVIRONMENTALLY FRIENDLY. [W/E]
 NE
 BUILDING FACILITIES OUT OF RECYCLED PRODUCTS. [W/E] NE
 BUILDING OPERATING WITH THE LEAST NEGATIVE IMPACT POSSIBLE ON THE ENVIRONMENT.
 (IMPACT) WATER, POWER AND SEWAGE IMPACT ON THE ENVIRONMENT. (W/E) NE
 SOMETHING THAT IS ENVIRONMENTALLY FRIENDLY AND USES LESS ENERGY TO OPERATE. (W/E) NE
 A BUILDING THAT IS SUSTAINABLE AND USES SUSTAINABLE PRODUTS. [W/E] ENVIRONMENTALLY
 FRIENDLY [ENVIRONMENTALLY FRIENDLY] THAT DON'T HARM THE ENVIRONMENT [W/E] KIND OF
 WORKS WELL WITH THE BUILT IN ENVIRONMENT. [W/E] NE
 FOR THE MOST PART IT MEANS REUSING MATERIALS. [W/E] USING NATURAL PRODUCTS. [NATURAL
 PRODUCTS] NATURAL STONE WOOD. [W/E] NE

THAT THE BUILDING IS TRYING TO PERFORM USING NATURAL RESOURCES. [W/E] NE
 A BUILDING THAT TAKES OUR ENERGY NEEDS AND ORIGINAL SOURCING OF MATERIALS INTO
 ACCOUNT. (W/E) NE
 IT A ENVIRONMENTALLY FRIENDLY BUILDING (ENVIRONMENTALLY FRIENDLY) I THINK IT'S PROPERLY
 INSULATED AND THE DRAINAGE DOES NOT GO RIGHT INTO THE CREEK. [W/E] NE
 IT MEANS USING RECYCLED PRODUCTS [PRODUCTS] RECYCLED PLASTIC OR WOOD OR BRICK. [W/E]
 NE
 IT MEANS INCORPORATING IN DESIGN AND CONSTRUCTION, A COMBINATION OF RECYCLED
 MATERIALS, NATURAL VENTILATION DAY LIGHTING [W/E] UTILITY COSTS. [W/E] BEING
 ENVIRONMENTALLY RESPONSIBLE IN DESIGN AND CONSTRUCTION. [W/E] NE
 ENERGY SAVING AND MATERIAL SAVING. (ENERGY) THINGS THAT DON'T USE TOO MANY NON
 RENEWABLE ENERGY SOURCES. [W/E] USING RECYCLED MATERIAL. (W/E) NE
 USING ENVIRONMENTALLY FRIENDLY PRODUCTS AND RECYCLING [W/E] THINGS THAT DON'T HARM
 THE ENVIRONMENT. [W/E] NE
 MOSTLY ENERGY EFFICIENT. [ENERGY EFFICIENT] NOT PUTTING A LOT OF HEAT AND COOLING SO IT
 DOESN'T GET WASTED. [W/E] IN A NEW BUILDING MADE OUT OF MATERIALS THAT ARE
 ENVIRONMENTALLY FRIENDLY, LIKE SALVAGED RECYCLED. [W/E] NE
 IT MEANS THAT WE WORK TO USE SUSTAINABLE PRODUCTS. THINGS THAT WILL LAST A LONG TIME
 AND YOU DON'T HAVE TO REPAIR. [W/E] NE
 IT MEANS THE BUILDING DOESN'T DEplete NATURAL RESOURCES. [W/E] NE
 A BUILDING THAT IS ENVIRONMENTALLY SENSITIVE AND A HEALTHY WORKING PLACE. [W/E] "I WANT
 A PLACE EFFICIENT IN ENERGY USAGE IN TERMS OF HEALTH, LOW TOXICITY IN MATERIAL USED IN
 CONSTRUCTION." [W/E] NE
 THEY CIRCULATE THE AIR BETTER, THEIR GOAL IS TO KEEP THE ENVIRONMENT NON CHEMICAL
 BASED, LIKE ADHESIVES TO PUT DOWN CARPENTING WATCHING WHAT MATERIALS THEY USE FOR
 CONSTRUCTION. [W/E] USING RECYCLED PLASTIC PRODUCTS FOR CONSTRUCTION. [W/E] NE
 IT'S A BUILDING THAT IS ENVIROMENTALLY FRIENDLY, IT REDUCES ENERGY CONSUMPTION [W/E]
 AND USES RECYCLED PRODUCTS. [W/E] NE
 IT'S A MORE ENVIRONMENTALLY FRIENDLY, USES LESS HARMFULL CHEMICALS IN THE BUILDING.
 [W/E] NE
 USING ENVIRONMENTALLY FRIENDLY PRODUCTS. [ENVIROMENTALLY FRIENDLY PRODUCTS]
 PRODUCTS THAT DON'T HARM THE ENVIRONMENT, TRY NOT TO USE TOXIC MATERIALS. [W/E] IT
 MEANS COSTS MORE. [W/E] NE
 IT MEANS USING MATERIALS THAT ARE RECYCLED AND OR NOT BAD FOR THE ENVIRONMENT. (BAD)
 USING UP RESOURCES UNECESSARILY, OR MATERIALS THAT WOULD CREATE AN ADVERSE IMPACT.
 [W/E] NE
 IT'S BEING ENVIRONMENTALLY CONSCIOUS ABOUT THE PRODUCTS YOU USE IN YOUR BUILDING AND
 THE ENERGY THAT YOU USE. SAVE MONEY CONSERVING ENERGY THAT YOU USE. [W/E] NE
 YOU TAKE IN TO CONSIDERATION THE ENVIRONMENTAL IMPACTS OF THE CONSTRUCTION
 PROJECTS. (IMPACTS) ENERGY CONSUMPTION, WATER USE, AIR QUALITY, MATERIAL RESOURCE
 AND USE. [W/E] NE
 RECYCLEABLE MATERIALS. ENVIRONMENTALLY FRIENLDY MATERIAL THAT DOES NOT HAVE A
 NEGATIVE IMPACT ON THE ENVIRONMENT. [W/E] NE
 IT MEANS TO USE RENEWABLE RESOURCES TO THE PRACTICAL SENSE. (W/E) MORE COST. (COST)
 COST MORE TO CONSTRUCT AND DEVELOP. (W/E) IT MIGHT BE OVER A LONG PERIOD OF TIME. [W/E]
 NE
 BUILDING WITH RECYCLED PRODUCTS AND RECYCLING AT THE PROJECT SITES. [W/E] NE
 AN ENVIRONMENTALLY EFFICIENT BUILDING. (EFFICIENT) IT USES LESS POWER. (W/E) AN IDEA
 WHOSE TIME HAS NOT ECONOMICALLY ARRIVED. (W/E) NE

Question #6 Responses

MATERIAL GOOD FOR THE ENVIRONMENT

MADE PEOPLE SMOKE OUTSIDE.

THE AMOUNT OF RECYCLED GOOD IN OUR PRODUCT

PARKING, HANDICAP REQUIREMENTS, AND OSHA.

HANDICAP STALLS, HANDICAP PARKING AND HANDICAP ENTRY

SAFETY STANDARDS FOR OCCUPANTS.

ENVIRONMENTALLY SAFE, IS EFFICIENT TO SUPPORT THE PROFITABILITY OF OUR ORGANIZATION.

ENVIRONMENTAL

I DON'T KNOW, WE DON'T DO THE BUILDING OURSELVES, WE HAVE SUPPLIED SUPPLIES FOR GREEN BUILDINGS.

TREES

USING NON FORMALDEHYDE PARTICULATE BOARD.

GOOD VENTILATION AND MATERIALS USED ARE OBTAINED LOCALLY AS IN FROM SEATTLE.

I DON'T REMEMBER.

BAMBOO FLOORS AND INSULATION.

THE ROOFING MATERIAL

NOTHING AS FAR AS I'M CONCERNED.

ENVIRONMENTALLY FRIENDLY

EARTH BURN INSULATION.

NOT SURE

WORD OF MOUTH

Appendix D: Table of “Don’t Know” for Receptivity to Green Building Index

	Commercial Property Type	Pre Campaign	Post Campaign
Percent ‘Don’t know’ that green building adds value to commercial property	Tenant	14%	10%
	Owner	8%	21%
	Developer	0%	18%
Percent ‘Don’t know’ that green building increases tenant comfort	Tenant	24%	15%
	Owner	16%	23%
	Developer	13%	18%
Percent ‘Don’t know’ that green building increases employment productivity	Tenant	26%	19%
	Owner	16%	25%
	Developer	13%	30%
Percent ‘Don’t know’ that green building increases operating costs	Tenant	22%	15%
	Owner	16%	21%
	Developer	13%	18%
Percent ‘Don’t know’ that green building contributes to positive public relations	Tenant	10%	6%
	Owner	10%	8%
	Developer	4%	4%
Percent ‘Don’t know’ that green building contributes to better indoor air quality	Tenant	12%	11%
	Owner	12%	10%
	Developer	9%	15%
Percent ‘Don’t know’ that green building can be marketed as a positive point of difference	Tenant	8%	8%
	Owner	6%	8%
	Developer	0%	4%
Percent ‘Don’t Know’ that tenants aren't looking for space in 'green' buildings	Tenant	28%	21%
	Owner	24%	27%
	Developer	13%	18%
Percent ‘Don’t know’ green building space will lease slower	Tenant	22%	23%
	Owner	26%	23%
	Developer	17%	26%
Percent ‘Don’t know’ that green building can be leased at higher rates	Tenant	26%	19%
	Owner	30%	29%
	Developer	4%	18%
Percent ‘Don’t know’ green building apace can't be built at competitive costs	Tenant	26%	21%
	Owner	34%	27%
	Developer	4%	22%
Percent ‘Don’t know’ that green building is a good business strategy	Tenant	14%	10%
	Owner	12%	10%
	Developer	4%	11%
Percent ‘Don’t know’ they will promote 'green' building attributes	Tenant	20%	6%
	Owner	8%	12%
	Developer	0%	15%
Percent ‘Don’t know’ they will include 'green' building practices in next lease/purchase.	Tenant	12%	10%
	Owner	8%	17%
	Developer	9%	7%

Appendix E: List of Companies Interviewed by Industry Sector

Tenants Interviewed:

ALAN SCOTT SERVICES INC
AM TEST INC
AMERICAN DESIGN & MFG
APPAREL SOURCE INC
ARMCO GROUP INC
ASSOCIATED COUNSEL FOR ACCUSED
ASSOCIATED EARTH SCIENCES INC
AUTOMATED METAL TECHNOLOGIES
AZUMANO INTERNATIONAL
BARGHUSEN CONSULTING ENGINEERS
BARTELL DRUG COMPANY
BAUER MOYNIHAN & JOHNSON LLP
BLUM BUTCH INC
BREAD GARDEN LTD
BROWN REAVIS & MANNING PLLC
CAPTAINS NAUTICAL SUPPLIES
CHARITYUSACOM LLC
CITY BEVERAGE LLC
CONTRACT HARDWARE INC
COSTAS OPA INC
COUNTY OF KING
COYDAN CONSTRUCTION COMPANY
D MILES LTD
DARTMOOR LEARNING INC
DIAGNOS-TECHS INC
DIRKS FINE DRYCLEANING
ENTELLIUM CORPORATION
EVERGREEN TRAILS INC
FIBRES INTERNATIONAL INC
FRANK DOOLITTLE CO INC
FRONTIER GEOSCIENCES INC

GETTY IMAGES INC
HEART OF AMERICA NORTHWEST
HEK INC
HELSELL FETTERMAN LLP
HERRERA ENVIRONMENTAL CONS
HOMECARE PRODUCTS INC
IMAGICORPS
INTERNATIONL UN OPER ENGR LOC
INTERNTONAL BRTHD ELEC WKRS 46
ISSAQUAH LUMBER COMPANY INC
J A JACK & SONS INC
J P FRANCIS & ASSOCIATES INC
JETSTREAM SOFTWARE INC
KENT PIRAMCO INC
KIRKLAND PERFORMANCE CENTER
LION INC
LUCKY DOG EQUIPMENT INC
M J M & ASSOCIATES INC
M W D INC
MAIL ADVERTISING BUREAU INC
MARENAKOS INC
MARTIN OSHEA BARNARD
MCKINNEY TRAILER & CONTAINER
MISTY ISLE FARM INC
MJ FEET INC
MYSQL INC
NAVI PACIFI CONSTRUCTION
NBBJ LP A WASH LTD PARTNR
NELSON TRUCK
NORTHWEST GROUNDS MAINTENANCE
NORTHWEST JANITORIAL SUPPLY
NORTHWEST WOODWORKS INC
ON-SITE ENVIRONMENTAL INC
PACIFIC NW THEATRE ASSOCIATES
PACIFIC RIM ENVIRONMENTAL INC
PENTZ DESIGN PATTERN & FOUNDRY
PILCHUCK GLASS SCHOOL

PIONEER ORGANICS INC
PORTICO INC
POTTER & ASSOCIATES INC
PUGET SOUND BUILDERS NW INC
R C D A INC
RAINBOW CREATURES INC
RETAIL LOCKBOX INC
RHEM LLC
RISAN ATHLETIC INC
ROOSEVELT AUTO BDY-COLLISION 1
SAD MARBLE INC
SEATTLE ARTS INC
SHARIS OF TOTEM LAKE
SHUTTLE PARK INC
SOILSOUP INC
SOURCE NORTHWEST INC
SOUTHWEST YOUTH & FAMILY SVCS
STT SPORTS LETTERING CO INC
SVR DESIGN CO INC
SYNERGY MACHINE INC
TCA ARCHITECTURE PLANNING INC
UNIVERSAL BRASS INCORPORATED
WALKER SPECIALTY CONSTRUCTION
WASHINGTON STATE NURSES ASSN
WIELAND LINDGREN ENGINEERS
WILMAR CORPORATION
WINTEK INCORPORATED

Owners Interviewed:

ADVANCED TECHNOLOGY CNSTR
ALASKAN COPPER COMPANIES INC
ATRIUM SHADE INC
AUBURN SCHOOL DISTRICT 408
BALLARD INDUSTRIAL CONTRACTORS
BAYVIEW MEADOW APARTMENT
BLANCHARD AUTO ELECTRIC CO
BUONO CONSTRUCTION & CAB SP

BURKS CAFE INC
CAPITAL INDUSTRIES INC
CHARTHOUSE GROUP HOLDINGS LTD
CHRISTIAN SEATTLE SCHOOL ASSN
CMS CONSTRUCTION COMPANY INC
COLLEGE CLUB OF SEATTLE INC
DARCO INC
DEAN TRANSMISSIONS
DEJA VU-LAKE CITY INC
DELTA MARINE INDUSTRIES INC
EASTSIDE RETIREMENT ASSN
EL CENTRO DE LA RAZA INC
EVERGREEN QUALITY PRESS INC
EXPEDITORS INTL WASH INC
FANTAGRAPHICS BOOKS INC
FEDERAL RESEARCH INC
FIBRES INTERNATIONAL INC
FOUR FREEDOMS HOUSE OF SEATTLE
FRATERNAL ORDER OF EAGLES
GALLAGHER CONSTRUCTION LLC
GATEWOOD BAPTIST CHURCH
GERRARD BEATTIE & KNAPP LLC
GLOBAL INCORPORATED
HEARING SPEECH & DEAFNESS CTR
HEATH LANDSCAPE SERVICES INC
HI-LINE LANES INC
HIGHLINE W SEATTLE MENTAL HEAL
HOLDERBY C H INDUS SEW MCH CO
HOPE EVANG LUTHERAN CHURCH
HYTEK FINISHES CO
IBEW LOCAL 77
INSTITUTE FOR FAMILY DEV
ISSAQUAH LUMBER COMPANY INC
JAMES G MURPHY CO INC
JEWISH FDRTION GREATER SEATTLE
JONES STEVEDORING CO
KING COUNTY PUBLIC HOSP DST 1

LO INC
LUTHERAN BIBLE INST SEATTLE
M SANDORFFY & CO
MAC-RENT INC
MAGNETIC PNETRANT SVCS CO INC
MARKET PLACE CENTERS LTD
MEASUREMENT TECHNOLOGY NW
MORRIS PIHA REAL ESTATE SVC
MT SI GOLF COURSE INC
MULTI SERVICE CENTER
NANCYS SEWING BASKET
NEUMEIER ENGINEERING INC
NORTHSHORE SCHOOL DST 417
NORTHWEST FORKLIFT INC
ORION INDUSTRIES
PACIFIC TORQUE INC
PARAGON INDUSTRIES INC
PERKINS PRE SCHL FOR CHILDREN
PHILLIPS PITRE INC
QC VENTURES LLC
R D MERRILL COMPANY
RAINIER GOLF & COUNTRY CLUB
RAMCO CONSTRUCTION TOOLS INC
READ PRODUCTS INC
SEATTLE CANCER CARE ALLIANCE
SEATTLE METROPOLITAN CREDIT UN
SEATTLE VETERINARY ASSOC PS
SECOMA LANES INC
SIGNATURE LANDSCAPE SERVICES
SPUD FISH & CHIPS
STANDARD STEEL FABRICATING CO
STRESS-TEK INC
SYSTEM TRANSFER & STORAGE CO
TAI HO INC
THREE CEDARS SCHOOL ASSN INC
TODD PACIFIC SHIPYARDS CORP
TOTEM GIRL SCOUT COUNCIL

TRANSITIONAL RESOURCES
TURNER & PEASE CO
UNIVERSITY BOOK STORE INC
UNIVERSITY PREPARATORY ACADEMY
VALLEY EYE & LASER CENTER
VERITY CREDIT UNION
VILLAGE THEATRE
WESTERN PORTS TRANSPORTATION
WESTERN TOWBOAT COMPANY
WESTLAKE CENTER ASSOC PARTNR
WHITE RIVER CREDIT UNION
WRIGHT HOTELS

Developers Interviewed:

AUTOMATED GATE WORKS INC
BENTALL CITY CENTER LLC
BIG E AUTO REBUILD INC
BRIERE & ASSOCIATES INC
CARPINITO BROTHERS INC
CONCEPT ENGINEERING INC
CORNERSTONE RESTORATION INC
DACEY INC
DESIGN CONSTRUCTION HERITAGE
EAR NOSE THROAT & FACIAL
EXPRESS CONSTRUCTION CO INC
FOSS HOME & VILLAGE
GREAT WESTERN PACIFIC INC
GSE DEVELOPING INC
HOMETOWN ENTERPRISES INC
JAMES PAUL JONES
JOSEPH S SIMMONS CONSTRUCTION
K J M & ASSOCIATES LTD
LLOYD ENTERPRISES INC
LOUIS IP
M A MORTENSON COMPANY
MAPLE VALLEY CENTER
MILES FAMILY CONSTRUCTION LTD

MILLER/HULL PARTNERSHIP
MISTY ISLE FARM INC
NEW HORIZONS TWO INC
NORTH FORTY LODGING LLC
NORTHWESTERN CNSTR OF WASH
PORT BLAKELY COMMUNITES
QUANTUM ENGINEERING & DEV INC
RAFN COMPANY
RAVEN CREEK CORP
S & B ODGERS CONSTRUCTION LLC
SEATTLE CHINATOWN-INTNTL DIST
SOOS CREEK WATER & SEWER DST
STANDARD STEEL FABRICATING CO
SYNERGY CONSTRUCTION INC
T M CONSTRUCTION
TCS INC
TOHBAK CONSTRUCTION SERVICES
VANDER HOEK CORPORATION
VEMO COMPANY
WAGNER MANAGEMENT CORPORATION
WASHINGTON CATHEDRAL
WATERGATE II ASSOC LTD PARTNR
WRIGHT CO THE INC